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FRANKLINIA

BLUEBERRIES

HOLLY

JOSEPH J. WHITE, Inc.

WHITESBOG, NEW JERSEY

Joseph J. White, Inc.
Whitesbog, New Jersey

HOLLY

1942

THE GRISCOM HOLLY

The magnificent tree pictured on the front page guards the home of Mr. Walter Griscom near Woodbury, N. J., a few miles from Philadelphia. In February, 1942, Mr. Winston E. Parker, Certified Tree Expert, of Moorestown, N. J., determined the measurements of this tree. It was 54 feet high, the oval trunk was on an average 20.2 inches in diameter breast high, and 5 feet 3 inches in circumference. It had a spread of 26 feet and was 242 years old.

Soil and location pleased the little tree brought from the woods and planted here by Mr. Griscom's forefathers so long ago. Good luck, however, attended its selection, for few hollies have the inherent stamina, even under favorable conditions, to grow to such size and regularly produce such enormous crops of berries as does the Griscom holly. The gloss of its leaves, the size and brilliance of its oval berries are also exceptional.

In September, 1934, a strong wind broke the huge branch, the stub of which you see, on the old sycamore to the right of the picture. This branch in its fall broke to a greater or less extent all the branches of the Griscom holly on the side shown in the photograph. The trunk was exposed to view in its entire length.

The remarkable recovery shown in the picture was made during the next four years and is still more complete today. Such is the ability of holly to repair broken branches.

THE CLARK HOLLY

The Clark Holly was a big bush rather than a tree, about fifteen feet high and with several trunks. It grew alone by the highway exposed to the full force of northwest winds. The scantily spined leaves did not burn with the wind and the big bush every fall was enameled with small, bright red berries. In the course of roadside cleaning a grass fire scorched severely the trunks of the Clark holly. The beauty of the big bush was ended for a holly cannot recover from extensive injury to its thin, delicate bark.

WHITESBOG HOLLIES

The Griscom Holly furnished cuttings from which many small plants in the Whitesbog Nursery were started. These, given equally good growing conditions, are capable of reaching age and size equal to that of the great tree from which they came. These plants are ideal for planting in memorial parks or anywhere that continued protection may be hoped for. During their youthful vigor they grow in height from one to three feet each year with good crops of berries at all ages.

The Clark Holly, before it was injured, furnished cuttings from which thousands of plants in Whitebog Nursery were started. They carry all the characteristics of that beautiful bush. Compact, rounded little bushes they are, perfect for hedges or for locations where a medium sized, formal evergreen is most suitable.

Many other varieties of different types are in the Whitesbog Nursery. The original trees were selected for outstanding beauty of leaves and berries. Among the berry bearing varieties which have been especially fine through years of nursery tests are Laura, Joyce, Farage, Manig and Susan.

Male hollies of good type are here also. Though lacking the cheerful, red berries a good male holly is highly ornamental and will insure the pollination of many females. Where pro-

tection from vandals cannot be assured during November and December, as in many New Jersey seashore towns, the lack of berries is a real advantage.

HARDINESS

The hardiness of any holly is largely determined by the climate in which its ancestors have grown for thousands of years. One with ancestors which never experienced greater cold than occurs in Florida or even in Virginia, is less likely to survive the coldest weather about New York or Philadelphia than hollies from colder areas. Whitesbog hollies originated either in New Jersey or southeast Massachusetts.

LOCATION

Holly occurs abundantly as undergrowth in hardwood forests, but the finest, most heavily fruiting specimens are always found growing in full sun. Give yours such a location with ample room to develop normally. Holly revels in moist winds. It is the tree for all seashore gardens as far north as New Hampshire, but it also does well far inland and at considerable elevations if protected from drying winds.

SOIL AND FERTILIZER

Holly is tolerant as to soil, but does best with an acid reaction, good drainage and abundant humus. Half decomposed oak leaves furnish the best of soil conditioners.

Mr. Wilfrid Wheeler of Falmouth, Mass., who in his landscape work has had much experience in planting holly, writes: "Make a hole at least three feet in diameter and as deep, although this depends somewhat on the soil, for if the soil is good I only turn it over to the depth of three feet. The hole is partly filled with oak leaves, dry or partially decomposed, and trodden in hard. Then the best of the soil which came from the hole is put back on top of the oak leaves and this trodden down. This should bring the hole up to about the place where the tree can be set, although if the tree is small you can fill the hole completely full and use a mixture of the best soil with oak leaf mould, rotted manure and old sods preferably from the woodlands. Also I use good ground tobacco stems and some cottonseed meal in a hole of this size, about a pound of each thoroughly mixed with the top soil. I think that in setting even small trees that are to be permanent the same method should be used."

Mr. Winston E. Parker recognizes the possible difficulty of securing oak leaf mould. He writes: "I have been called upon to treat (holly) trees which had developed definite signs of decline and have restored them to normal color and increased growth through fertilizer alone. My blend is approximately 4-9-4 composed of the following ingredients: Cottonseed meal 50 lbs., sulphate of ammonia 10 lbs., superphosphate 30 lbs., muriate of potash 7 lbs., ground tobacco stems 3 lbs."

Bartlett Tree Food has given excellent results in fertilizing hollies. It is available from most nurserymen and florists.

PRUNING

A good type holly requires no pruning. If you already have a poor type holly it may be made an acceptable ornament by cutting back hard each year before new growth starts, even to a quarter the length of its branches. Cut sprays for Christmas decoration with care to preserve or improve the shape of the tree. A broken leader under an inch in diameter will quickly be renewed. Should branches be accidentally broken, cut others to restore symmetry and a season's growth will renew the beauty of your tree.

FRANKLINIA

Franklinia altamaha

Gordonia altamaha; G. Altamaha; G. pubescens

This exquisite, fall flowering tree was brought in 1777 from the banks of the Altamaha River in Georgia to Bartram's garden at Philadelphia. John Bartram, recognizing its extraordinary beauty and value, named it in honor of his life-long, dear friend, Benjamin Franklin.

The original grove of Franklin trees was again visited in 1790, but from that day to this no one has seen these trees growing in the wild though many expeditions have searched the banks of the Altamaha for it. All known specimens of the Franklinia are descended from the seeds or little plant brought to Philadelphia a century and a half ago in an overloaded saddle bag.

Franklin's tree is rarely beautiful in detail and marvelous in landscape effect besides blooming at a season when few shrubs or trees are in flower.

The slender trunk and graceful branches are so muscular and sinewy in appearance that one almost expects motion as under a greyhound's satin skin. The bark is smooth and dark gray, with wavering lengthwise markings of lighter color.

Each twig develops at its tip a cluster of buds of graduated size, like overgrown greenish pearls. Early in August the largest of these attain the size of marbles. Then the guard petal folds back, still retaining its firm spherical form. From its shelter emerge four other petals, satiny, snowy white, elaborately frilled and pleated. The snowy, frilly chalice, three inches in diameter, holds a sumptuous mass of orange gold stamens and breathes forth a delicate, balmy fragrance.

Each flower lasts two or three days and then drops cleanly. There is a constant succession of bloom till hard frost. We frequently get the unusual effect of a tree clad in crimson autumn foliage and abundantly starred with white flowers.

The Franklinia begins blooming when not more than three or four feet high. Young trees under favorable conditions increase in height a foot or more each season. Specimens thirty feet high are known. It develops naturally with several trunks, but may easily be trained to a single trunk by removing the sprouts which start from the base.

Franklinia prefers full sun and has proven entirely

hardy about New York and hardy in favorable locations about Boston. It is an especially desirable tree for the small intimate garden, loved and lived in. It is a charming lawn tree and the grass may be allowed to grow closely about its trunk. It also thrives when planted by pools, lakes and streams. Its light elegance of form and color contrasts exquisitely with the dark green of conifers.



CULTIVATED BLUEBERRIES



These blueberry plants are a source of superlatively fine fruit, but also are ornamental shrubs of rare beauty. They may well be used in association with their close relatives, laurel and rhododendron. In pleasant contrast to the rich, evergreen masses of the latter, blueberries give lightness, grace and color.

In spring the dainty new leaves of blueberries with their pinky, bronze tones are very lovely. Even more charming are the carmine-tipped buds and myriads of waxy, white flower bells. The berries, at first green flushed with pink on the sunny side then ripening to a lovely soft blue, are exceedingly beautiful till past midsummer. To no foliage does autumn bring a more glorious and lasting crimson. When the gorgeous leaves drop there remain all winter bright red twigs, knobby with the fat buds enfolding the promise of next spring's flowers.

In choosing the varieties the size of the berry was naturally an important consideration.

As much care, however, has been devoted to securing plants of superior vigor, hardiness and productivity with fruit of superlative flavor, fine aroma and delightful texture.

Flavor varies considerably with locality and season besides being a matter of individual taste. Relative ripening time of the different varieties also varies with locality and season; so the timing of the following is approximate only.

EARLY VARIETIES

CABOT—Three feet high; broad and stocky.

JUNE—Five feet; many, slender, upright stems.

RANCOCAS—Five feet; many, slender, upright stems.

WEYMOUTH—Four feet; a new variety.

MID-SEASON VARIETIES

PIONEER—Four to five feet; broad, stocky.

CONCORD—Over six feet; upright.

STANLEY—Over six feet; upright.

DIXI—Six feet; a new variety.

LATE VARIETIES

RUBEL—Six feet; upright, graceful.

JERSEY—Over six feet; strong, open bush.

BURLINGTON—Over six feet; extra fine type bush.

ATLANTIC—Five to six feet.

PEMBERTON—Over six feet.

Cultural Suggestions For Blueberries

Blueberries require an acid soil containing an abundance of peat or other partially rotted vegetable matter. They need a moderate supply of soil-moisture, and good drainage so that the roots can get air during the growing season.

Where natural Blueberry soil is not available in the garden the right conditions can be created by mixing with the surface soil a liberal quantity of peaty material, such as acid peat, partially rotted leaves, pine-needles, sawdust, or chip dirt from an old wood-pile. Peat-moss, which is now widely advertised, is also an excellent material for this purpose. If your soil is clay, the addition of sand will benefit it. If planted in a dry location, the plants should be kept mulched with leaves, straw, lawn-clippings, or peat-moss to conserve the moisture. This mulch should not be removed or dug into the soil, but left to rot in place, with fresh material added each year.

Space the plants about 3 feet apart if planted in a row. Setting the plants in beds 3 feet apart one way and 4 to 5 feet the other way has also been found satisfactory. At least two varieties should be included in every planting, as an exchange of pollen is necessary to produce good crops of berries.

Planting in the spring is recommended. Fall planting is equally satisfactory for shipment to near-by points.

The only pruning needed the second year is to remove the flower buds in order to throw the full strength of the plants into the top and roots. The third summer the flower buds may be left and the plants should produce a good crop of fruit. As the plants get older it is advisable to remove the twiggy growth and cut to the ground some of the older stems each year. Ordinarily stems 4 years old begin to lose their productiveness and produce smaller berries than the younger stems. The purpose of pruning is to remove these older stems in order to make room for young wood that will produce fruit of the finest quality.

GUARANTEE

We guarantee that our plants will reach you in first-class condition. If for any reason you are not satisfied, the plants may be returned within three days, and we will replace them or refund the money, as you prefer. We will replace without charge any plant which proves untrue to label.

